SMART START OF NEW HANOVER COUNTY

JOB DESCRIPTION

**Job Title:** Community Outreach and Education Associate

**FLSA Status:** Non-exempt

**Reports to:** Family and Health Services Manager

**Prepared by:** Mebane Boyd/Jane Morrow

**Summary:**

The Community Outreach and Education Consultant works within the Community Outreach and Education programs to provide children, families, educators, businesses, and others in the early care and education system with information, education and resources. The goals of this program are to educate and advocate for a strong early childhood system in New Hanover County by increasing access to services, awareness of issues, and leveraging partners. This position will be primarily responsible for media communication, speaker’s bureaus and volunteer coordination.

**Essential Duties:**

* Perform a broad range of duties to develop or enhance Smart Start’s mission and relationships in the community;
* Promote knowledge of, access to, and enrollment in both Smart Start funded and other community based services that address children’s healthy development and strengthening families
* Create and implement annual outreach plan with Community Outreach Team
* Implement the traditional media and social media aspects of the outreach plan to include, but not limited to, posting on Facebook/Twitter/Instagram/Blog posts on a regular basis for both ongoing and emergent issues, writing press releases, and pitching stories.
* Update Web based “news/blog” items regularly.
* Establish relationships with business community and other potential partners to develop opportunities for speaking engagement, training opportunities, lunch and learns, resource distribution, etc.
* Work with agency staff to identify volunteer opportunities, requirements, etc.
* Recruit and oversee a small pool of volunteers
* Be visible in the community as an advocate for the agency and the children and families we serve
* Maintain all records, documents, minutes, etc. as required including volunteer information
* Perform other duties as assigned.

**Education:**

Associate’s Degree in marketing, communications, social work, early childhood education or closely related field. Bachelor’s degree preferred.

**Experience:**

At least 3 years of supervised experience working in marketing, outreach, health or community education. Knowledge of child development and/or family systems a plus. An equivalent combination of education, experience and skills and abilities will be considered.

**Knowledge, Skills and Abilities:**

* Strong interpersonal skills,
* Strong written and oral skills for both long and short form communication
* Ability to train, conduct workshops and give presentations
* Ability to communicate to people from diverse backgrounds, life experiences, and understanding of early childhood systems
* Strong organizational, record keeping and planning skills
* Flair for engaging the public, creating displays and other promotional materials
* Ability to work both independently and in teams
* Ability to both take initiative and work within a system
* Broad knowledge of early childhood development
* Computer competency in Microsoft Office suite of programs, Facebook, Twitter, Instagram, and learn other emerging social media platforms
* Ability to work some evenings and Saturdays
* Ability to travel and valid driver’s license.

**Physical Requirements:**

Ability to meet the daily duties involved with this position may include sitting or standing for long periods; computer keyboarding, make use of close vision for reading and preparing reports, assist with the physical set up and preparations for special event, and lifting of up to 25 pounds.

**Mental Requirements:**

Attention to detail and ability to concentrate for extended periods allowing for some interruption; and requires normal mental capacity and adaptability.